



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

# CONTRACT

And:

Strategic Media Placement  
7669 Stagers Loop  
Delaware, OH 43015

<u>Contract / Revision</u> 498789 /		<u>Alt Order #</u> 06377348
<u>Product</u> JOE HECK FOR CNGRS		
<u>Contract Dates</u> 10/17/12 - 10/23/12		<u>Estimate #</u> 2937
<u>Advertiser</u> Joe Heck For Congress		<u>Original Date / Revision</u> 10/16/12 / 10/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/17/12	10/19/12	Fox 5 News at 5	5-530p		:30			NM	3	\$1,825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$950.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	Fox 5 News at 5	5-530p	---WThF----	:30		\$950.00	NM		
		See MG 1.4, 1.5, 1.6										
	3	KVVU	10/15/12-10/21/12	Fox 5 News at 5	5-530p	---WThF----	:30		\$950.00	NM		
		See MG 1.4, 1.5, 1.6										
	4	KVVU	10/18/12-10/19/12	Special Early News	Special Early News	----ThF----	:30		\$775.00	NM		
		Ⓜ MG for 1.1, 1.3										
	5	KVVU	10/22/12-10/22/12	Special Early News	Special Early News	M-----	:30		\$1,025.00	NM		
		Ⓜ Credited										
	6	KVVU	10/22/12-10/23/12	Extra	M-F 1:05-1:35am	MTU-----	:30		\$100.00	NM		
		Ⓜ MG for 1.1, 1.3										
N 2	KVVU	10/22/12	10/23/12	Fox 5 News at 5	5-530p		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$950.00			
N 3	KVVU	10/18/12	10/18/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---1---				1	\$2,150.00			
N 4	KVVU	10/22/12	10/22/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$2,150.00			
N 5	KVVU	10/21/12	10/21/12	Extra Weekend	Sun 2-3am		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				2	\$75.00			
<b>Totals</b>											9	\$8,175.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/23/12	9	\$8,175.00	\$6,948.75
<b>Totals</b>	9	\$8,175.00	\$6,948.75

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

Contract / Revision	Alt Order #
498789 /	06377348

Contract Dates	Product	Estimate #
10/17/12 - 10/23/12	JOE HECK FOR CONGR	2937

Advertiser	Original Date / Revision
Joe Heck For Congress	10/16/12 / 10/24/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6377348 TRF# 498789  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT30/12 17.51  
\*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*

ADV # ADV. NAME POLI/J HECK /R/CON/NV REP. # OFF. # 762 SALESMAN #  
AGY # AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME WHITNEY EVERSOLE

7669 STAGERS LOOP SALES PRSN PH- TERESA DIFURIA  
DELAWARE, OH 43015

ORDER # CONTRACT # 6377348 CLASS: NATL. LOCAL REGIONAL

PRDCT JOE HECK FOR CNGRS EST#2937 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT17/12 OCT23/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT30/12 17.51

REP: OK'D M3  
NEW TOTAL \$8175 (-1025)  
PLS CNF THANKS  
NIKKI

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

JOE HECK FOR CONGRESS.. 10 MIN SEP

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 2937

7	S		730P-800P	30		\$1,025.00	10/22	10/22	0		MON	0
---	---	--	-----------	----	--	------------	-------	-------	---	--	-----	---

PROGRAM : SPECIAL NEWS AFTER DEBATE  
ORD COM1: SPOTS N/A DUE TO NLCS GAME. SEE MG OFFER.  
PART OF A MAKEGOOD MADE UP OF LINES 6-8  
STATION MAKEGOOD OFFERS:  
M3 OK'D BUY#7 MISSED: MON/730P-800P OCT22 30S \$1,025.00 (OCT23/12)  
OFFER: NONE  
CMT: SPOT N/A DUE TO BASEBALL. FLIGHT ENDED PLS CREDIT.

REP HEADLINE# 6377348 TRF# 498789  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT30/12 17.51  
\*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

OCT/12			\$8,175.00									
CONTRACT TOTAL \$8,175.00												
TOTAL SPOTS 9												

MARKET TOTALS \$57,500 KVVU 16% KSNV 38% KLAS 26% KTNV 20% KVMY 0% KVCW 0% CABL 0%  
KTUD 0%

SHARES EST

SVC- NSI  
DEMOS- RA50+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE